METHOD TO OPTIMIZE THE COLOR POINT IN TRANSFLECTIVE COLOR LIQUID CRYSTAL DISPLAYS

ABSTRACT OF THE DISCLOSURE

The present invention relates to transflective color liquid crystal displays that provide for improved balancing and optimization of color and white points in transmissive and reflective mode. The invention is base on the deliberate increase of light absorbance at sub-pixels of selected colors. The light absorbance can be increased by the inclusion of light absorbing portions (803) on the transflector (800) at sub-pixel level, which then reduces the total reflectivity and/or transmittivity of that sub-pixel. Selecting the light absorbance in accordance with the present invention may be combined with the use of color filters having differentiated thickness and/or pinhole color filters.